

AUG 24/12 17.47
*** WFLA-TV ***

519 PRINCE STREET
ALEXANDRIA, VA 22314

CLASS: NATL. LOCAL REGIONAL

ICE)

CITY TAX	17.47
STATE TAX	
COM-OP BILLING NEEDED	

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

FRIENDS OF CONNIE MAUCK

23

PROGRAM : 530P NEWS
RA65+ : 5.0

3	600P-630P	30	\$2,000.00	8/28	8/31	4	TTT-E
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PROGRAM : CP NEWS
RA65+   : 8.0
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4	700P-730P	30	\$2,000.00	8/28	8/30	3	TH-TH
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PROGRAM : 7P NEWS
RA65+ : 7.0

REP HEADLINE# 1107 41
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG24/12 17.47
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			17550.00									
CONTRACT TOTAL 17550.00												
TOTAL SPOTS 11												

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%
 ACCURATE SHARES
 SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA65+*

REP HEADLINE# 0137841
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
CREDIT WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
RECAP AUG27/12 10.49
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297841

CLASS: NATL. LOCAL REGIONAL

PRDCT FRIENDS/CONNIE MACK EST#426 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP2/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE AUG27/12 10.49

REP: REVISION

UPDATED ACCURATE AGY CODE
UPDATED ACCURATE EST. #
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$850.00	8/28	8/29	2		TU-W	2
PROGRAM : 5P NEWS												
RA65+ : 5.0												
2			530P-600P	30		\$925.00	8/30	8/31	2		TH-F	2
PROGRAM : 530P NEWS												
RA65+ : 5.0												
3			600P-630P	30		\$2,000.00	8/28	8/31	4		TU-F	4
PROGRAM : 6P NEWS												
RA65+ : 8.0												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 426

REP HEADLINE# 6297841
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 10.49
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			700P-730P	30		\$2,000.00	8/28	8/30	3		TU-TH	3
PROGRAM : 7P NEWS RA65+ : 7.0												

SEP/12 17550.00

CONTRACT TOTAL 17550.00
 TOTAL SPOTS 11

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE SHARES
 SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA65+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 756 Issue 1

News Channel 8
On Your Side



MeTV



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Connie Mack/ R/ Senate/ FL	Submission Cost:	17550	Campaign Ref:	E:120827002
Buyer:		Client/Product/Estimate:	/ / 426	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/27/12 to 09/02/12	Weeks:	1	Order Ref:	06297841
Est./PO Number:	06297841	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Finds Of Connie Mack	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 5p News TW...	04	850	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News TF...	03	925	30 Comme	Nbr of Spots	2	1850
3	M-F 6p News TWTF...	02	2000	30 Comme	Nbr of Spots	4	8000
4	M-F 7p News TWT...	01	2000	30 Comme	Nbr of Spots	3	6000
Weekly Totals: Total Spots(Ord Spots)					11	11	

Grand Totals				Month 9 Weeks: 5			
Totals				08/27			
Spots				11			
Cost				17550			

Grand Totals:	Spots:	11
	Gross Total:	17,550.00

Commission:	<u>2,632.50</u>
Net Total:	14,917.50